



ROI Methodology Certification

In today's organizations project sponsors and those who have responsibility for the success of projects are held more accountable than ever for the financial impact of their programs and projects. **ROI Institute Canada** is a leading provider in measurement, evaluation and ROI certification – enabling Canadian public and private organizations to prove the value, impact and ROI of programs, projects and improvement initiatives.

Become a Certified ROI Professional

Fully master all the skills you need to implement a comprehensive ROI initiative in your organization in our five-day Certification workshops. You'll gain the skills to become certified in the ROI Methodology™, and you'll learn how to sustain the measurement and evaluation process on a continued basis. You'll also receive support once you complete a workshop to conduct an impact study in your own organization. Once you've demonstrated competency in applying the ROI Methodology, you will earn the prestigious **Certified ROI Professional** designation. *No other workshop gives you access to the same level of expertise as ROI Certification.*

Why ROI Certification

- Build capability to measure impact and ROI of projects and programs
- Provides a skill set to apply the ROI Methodology as a program or project improvement process
- Gain the ability to implement the Methodology in your organization
- You become an ROI expert
- You will strengthen your working relationships
- Applying this credible Methodology will result in obtaining and securing funding for programs and projects
- You acquire a higher level of respect from executives

The Phillips ROI Methodology™

The Phillips ROI Methodology is a 12 step systematic credible process that meets the need to show the value used by organizations all over the world. The methodology is a simple to use and proven process that will generate a balanced set of data that is believable, realistic and accurate – particularly from the perspective of sponsors and key stakeholders. To allocate funds to programs, projects and improvement initiatives that deliver the highest value you must have a method that credibly proves or “shows” the value.

Why Measure ROI?

It is evident that there is an increasing demand to show the financial impact of expenditures that invest in people, learning and development, HR and improvement initiatives. There has always been a concern over the value of programs, projects and all organizational improvement efforts and now the definition of value includes financial impact. The expenditures used to be categorized as a “cost of doing business” – now they are an investment and demand a ROI.

Benefits of ROI

Over 4000 organizations using the ROI Methodology have experienced a variety of impacts and consequences. Here are some of the primary benefits:

- Improve programs
- Build support
- Improve Departmental/Group Image
- Secure funding
- Strengthen working relationships



Who Would Benefit from ROI Certification

Anyone who needs the skills to measure the impact of all types of performance improvement programs. **Individuals who need to demonstrate the ROI and business impact of initiatives such as executive education, human resources, learning and development, quality, marketing, meetings and events, green projects, and technology implementation will benefit.**

What You Will Learn

During the workshop, you will:

- Apply the ROI Methodology™ to a program in your own organization
- Get detailed, first-hand experience with every step
- Learn how to calculate ROI
- Learn how to measure the contribution of training and performance improvement programs
- Learn how to enhance program results and improve ROI
- Discover how to convert both tangible and intangible benefits into monetary values

Gain the skills to be fully certified, including:

- Determine data collection timing and methods
- Choose appropriate strategies for isolating the effects of programs
- Calculate or estimate the value of an improvement
- Apply simple statistical tools to data analysis
- Analyze data and calculate the actual financial ROI

Certification Benefits

- Demonstrate ability in conducting an impact ROI study
- Certificate of Accomplishment (upon successful completion of your own impact study you earn the designation of a Certified ROI Professional)
- Permission to conduct one-day workshops on the ROI Methodology in your own organization
- Sought-after skills that will make you more credible and valuable to your organization's executives

Member Benefits

As an additional benefit, you'll become a member of the ROI Network, the leading resource on the application of the ROI Methodology around the world. As a member of the network, you'll be an authorized practitioner of the ROI Methodology and entitled to give one-day workshops in your own organization. You'll also have access to the Members Only area of our Web site.

Organizational Settings

ROI Methodology is appropriate for all types of settings, including businesses, healthcare firms, educational institutions, government, associations, nonprofits and non-governmental. ROI Certification is offered publically as well as internal customized for your organization.

Your Investment in ROI Certification

Participants receive 5 days of instruction and several books authored by the ROI Institute and leading ROI experts plus the ROI Methodology Model, ROI Application Guide and ROI workbook as well as other resources and benefits. **\$3,995 plus HST.**

About ROI Institute Canada

ROI Institute Canada is the Canadian partner of the ROI Institute and a leading provider in measurement, evaluation and ROI – enabling Canadian public and private organizations to prove the value, impact and ROI of programs, projects and improvement initiatives. To discuss your challenges or inquiries on ROI, contact Suzanne Schell.

Facilitation

Facilitated by **Suzanne Schell CRP & Jack Phillips, Ph.D.** the ROI Methodology five-day Certification workshop provides a practical measurement experience. Jack Phillips, Chairman of the ROI Institute. Suzanne Schell, CEO ROI Institute Canada.

Live in person or virtually

The ROI Certification program is offered live in person or live virtually.

We offer both as an open registration. Check the website www.roiinstitutecanada.com for upcoming dates.

We offer both in person and virtual to organizations internally, customized to the organization. Contact Suzanne to obtain more information on how we can make this work for your organization. suzanne@roiinstitutecanada.com